

U.S. Army Recruiting Command

Fiscal Year 2010 Missions: Active Army 74,500; Army Reserve 20,000

February 2010 Mission Accomplishments: We recruited (accessed) 6,537 Soldiers for the

Army Reserve against a goal of 1,524 (103.4%).

Fiscal Year 2010 Accomplishments: As of 19 February 2010, we have recruited (accessed) 29,507 Soldiers for the active Army against a goal of 28,901 (102.1%) and 9,098 Soldiers for the Army Reserve against a goal of 7,646 (119%).

Key Messages

- Recruiting success continues in FY 10, but the Army and the nation still face challenges as we recruit for the All Volunteer Force.
- We are recruiting during a period of persistent conflict.
- We have seen increased youth propensity to enlist; however, parents have concerns about risk.
- Historically, an increase in unemployment has resulted in an increase in Army enlistments.
- Fewer than 3 of 10 17-24 year old youth are fully qualified.
- One in five youth fail to graduate high school.
- Increased obesity rates among our nation's youth – one in five youth 12-19 years old currently overweight, compared to 1 in 20 in the 1960s. Projected to grow to 1 in 4 by 2015.
- Public support to Soldiers remains strong. However, need more Americans to: Step forward and serve.
- Support a youth's decision to join the Army.
- Not just an Army challenge for the nation... How can you help?

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at www.supportrecruiting.army.mil.

Produced by the USAREC G7/9 Public Affairs Division - March 10, 2010

- More than 1.5 million men and women joined the Army (Active, Guard and Reserve) during the past 10 years.
- \$1.1 billion is spent annually by through the VA on Army education.

Did You Know?

An All-Volunteer Team Sustaining an All-Volunteer Army – A Mutually Supporting Relationship with Families & Communities Enabled by a Network of Shared Knowledge Using Leading Edge Technologies & Premier Recruiting Practices.

USAREC Vision Statement

"America's Army Starts Here"

U.S. Army Recruiting (USAREC) now has a Facebook page available to everyone at the below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting. Check it out, and become a fan at: www.facebook.com/USAREC.

U.S. Army Recruiting Command on Facebook

Army Public Affairs has released an application for smartphone users with a number of fun and interesting applications. News, photos and videos from major commands around the Army are available and updated often. There are also several items that future Soldiers may find useful, such as information on rank, uniforms, and current weapon systems. For more information on the app, and to find out where to download, visit: www.army.mil/mobile.

Army.mil smartphone application available

Soldier & Family Resources

Military OneSource

Soldiers and Family members can be provided up to 12 free, face-to-face short-term counseling sessions. Trained consultants are available 24 hours a day, 365 days a year.

(800) 342-9647

online at: www.militaryonesource.com

Defense Center of Excellence (DCOE) for Psychological Health and Traumatic Brain Injury Outreach Center

toll-free: (866) 966-1020,

online at: www.dcoe.health.mil

Suicide Prevention Lifeline

(800) 273-TALK (8255)

Wounded Soldier and Family Hotline

(800) 984-8523

USAREC Chaplain

(888) 204-7660

Soldier & Family Assistance Program Manager (SFA)

(800) 790-0963 (referral)

Military & Family Life Consultant Program (MFLC)

(877) 883-4549

Enlistment Benefits

Active Army

- Enlistment bonuses totaling up to \$40,000 for an enlistment of 4 or more years
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)
- Up to \$40,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

USAREC Commanding General's Enduring Priorities

The command will succeed or fail as a Team.

None of us can do this alone. Teamwork is key to continued success.

Quality of life

The quality of life of USAREC Soldiers, Civilians and Families is every bit as important as the annual recruiting mission. We take care of our people; they take care of the mission and our Team becomes stronger.

Discipline with Army Values

As the Army's trusted ambassadors to the American public, recruiters must be disciplined and adhere to the Army Values and Warrior Ethos at all times.

Communicate and enforce standards

Standards must be clearly communicated and enforced at every level of the command. Adherence to standards is the hallmark of a quality organization.

Transformation

Pinnacle/Human Resources Center of Excellence - Developing and integrating best practices in recruiting to move us forward into the future, constantly improving our organization and embracing transformation as a way of life.

AAC Public Affairs Guidance on Don't Ask/Don't Tell

We do not address sexual orientation when recruiting Soldiers so we anticipate no impact on Army accessions at this time. Our goals remain unchanged, to recruit the best qualified to serve our Army. Current policy remains the same until the law is changes.

While the commander in chief has made a renewed call to repeal the Department of Defense's 'Don't Ask, Don't Tell' policy, he has also stated that the military must not ignore the law that now governs that policy.

One of the seven Army values is respect and it is expected that all Soldiers treat each other with dignity and respect.